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Specialization	Strategy, Marketing , Entrepreneurship
Designation	Associate Professor
Educational Qualification	Ph.D. MBA
Experience	Teaching : 24 Years
Research Interest	Sustainability , Environmental Marketing and Entrepreneurship
Membership of Professional / Academic Bodies	TiE- The Ind US Entrepreneurs
Research Publications	<p>Research Publications –Total -16</p> <p><i>ABDC Listed /Scopus /Web of Science (Selected Papers)</i></p> <p>Sanjeela, M.(2022). ‘Privacy concern behaviour on social media sites: A comparative analysis of urban and rural user’. FIIB Business Review, https://doi.org/10.1177/23197145221078106</p> <p>Sanjeela, M.(2021). ‘Green is New ‘Gold’- ‘Digital’ Millennial Leading the Way for Environmental Sustainability’. Empirical Economic Letters. Vol 20, Special Issue – 5</p> <p>Sanjeela, M (2020) . ‘Revisiting soft skills for new work force of millennial in the digital era’. Test Engineering and Management, Issue, Vol.- 83, ISSN: 0193-4120 Page No. 59 – 64.</p> <p>Sanjeela, M (2020. ‘Intrapreneurship-The Emerging Paradigm to Innovation and Sustainability in an Emerging Economy’, Test Engineering and Management, Issue, Vol.82: .ISSN- ISSN, 01934120.</p> <p>Sanjeela, M. (2018) ‘Millennipreneurs’: The Emerging Paradigm to Sustainable Economic Development in India’. Amity Journal of Entrepreneurship, ISSN- ISSN. 2455-9725; 3 (1), (35-65).</p> <p>Sanjeela, M. (2016) ‘Green Entrepreneurship- The Emerging Paradigm for Sustainable Growth and Development in India. A Study of the Millennial’. Indian Journal of Science and Technology- Volume 9, Issue 46.</p>
Books/Books Chapter/Review	Edited Books –

Sanjeela, M (2019) *Green marketing: The Emerging Key Driver towards Sustainability in an Emerging Economy: An Investigation into Impact of Demographics on Green Consumption*. SSRN, Elsevier , Proceedings of International Conference on Advancements in Computing & Management. ISSN- 1556-5068.

Sanjeela, M (2019). ‘Green Marketing and Sustainable Consumerism : A Study of Consumer Attitude and Preferences towards Organic Cosmetics’ published in Bloomsbury Conference book for International Conference on ‘Business Sustainability in the 21st Century: Managing People Planet and Profit’.

Sanjeela, M (2018).‘*Growing Environmental Consciousness and Evolving Millennial Behavior : A Strategic Approach*’. Book titled “Marketing to Millennials-The Rise of Gen Yo!” (Bloomsbury Publication), ISBN, 978-93- 86826-86-2.

Sanjeela, M (2018).‘*Green Marketing : Consumer Attitude and Perception towards Organic Cosmetic- A Study in Delhi- NCR Region*’ . Abstract Proceedings of the International conference on Sustainable Management by IIM- Kashipur.

Other Achievements

Member , Advisory Board , Business Incubator – ANDC inStart.
Managing Editor, 8M: The Journal of Indian Management and Strategy
Best Researcher Award , JIMS 2018